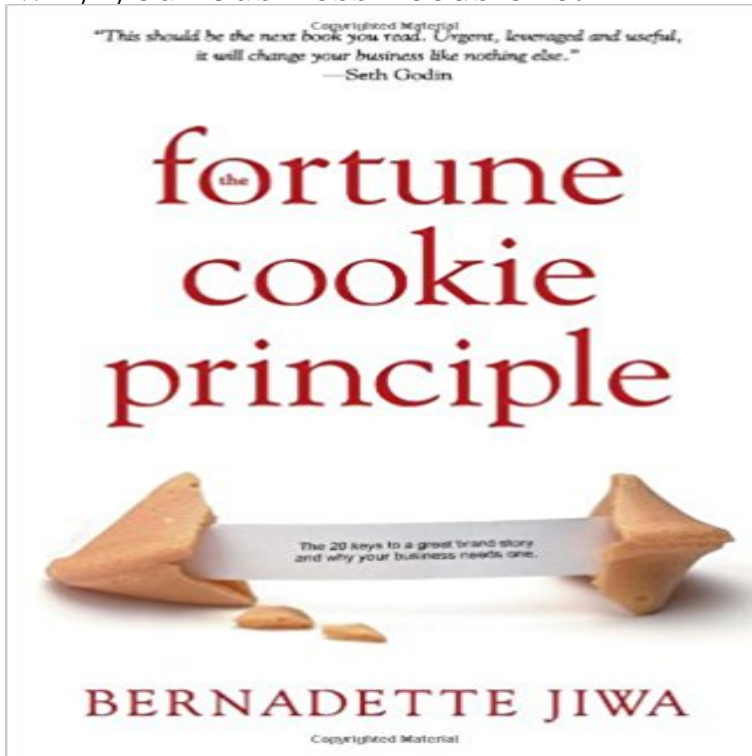


# The Fortune Cookie Principle: The 20 keys to a great brand story and why your business needs one.



This should be the next book you read. Urgent, leveraged and useful, it will change your business like nothing else. SETH GODIN —Author The Icarus Deception Its not how good you are. Its how well you tell your story. Big corporations might have huge marketing and advertising budgets but youâ€™ve got a story. Your brand story isnt just what you tell people. Its what they believe about you based on the signals your brand sends. The Fortune Cookie Principle is a brand building framework and communication strategy consisting of 20 keys that enable you to begin telling your brandâ€™s story from the inside out. Itâ€™s the foundation upon which you can differentiate your brand and make emotional connections with the kind of clients and customers you want to serve. The most successful brands in the world donâ€™t behave like commodities and neither should you. A great brand story will make you stand out, increase brand awareness, create customer loyalty and power profits. Isnt it time to gave your customers a story to tell? The Fortune Cookie Principle will show you how. ADVANCE PRAISE FOR THE FORTUNE COOKIE PRINCIPLE Its so easy to overcomplicate what great brands and new businesses need to do to resonate with their consumers. The simple questions asked in this book help you to de-mystify that process. It encourages you to think beyond what you do to why you do it and why that matters to your customers. Had this been

available when I was driving Sales and Marketing Capabilities in my past corporate life at Cadbury Schweppes, this would have been recommended reading. Now I'm an entrepreneur I simply apply these principles each and every day. Wendy Wilson Bettâ€™Co-Founder Peters Yard Yes, you need a great product, but without a compelling story, success is improbable. The Fortune Cookie Principle is an easy-to-read guide that will help any marketer or business owner begin to ask the right questions about the stories they tell. Bernadette includes dozens of examples and questions to get your storytelling ship in the right order. Lets face it...telling compelling stories to attract and retain customers is not easy. Most brand marketers are not great storytellers. This book will give you a new perspective on your marketing, and help you move from talking about yourself to talking about things your customers actually care about. Then, and only then, will your marketing actually work in today's consumer-led economy. Joe Pulizziâ€™Founder Content Marketing Institute The wisdom in this book is better than any fortune. Read and apply! Chris Guillebeauâ€™Author \$100 Startup â€™This book is an inspiration. Bernadette ignites real-world experience with a true passion for helping businesses move to the next level.â€™ Mark Schaeferâ€™Author Return on Influence Full of inspiring stories about what makes businesses unique (and successful) in today's supersaturated markets. David Airey â€™Author Work For Money, Design For Love. â€™If you're someone who cares about why you do what you do and how

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